

COUNTY OF CUMBERLAND

COVID-19 CULTURAL, RECREATIONAL & HOSPITALITY ASSISTANCE GRANT PROGRAM

GUIDELINES AND APPLICATION



CUMBERLAND COUNTY DEPARTMENT OF PLANNING, TOURISM & COMMUNITY AFFAIRS
ATTN: MATTHEW E. PISARSKI, PLANNING DIRECTOR/DEPARTMENT HEAD

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BRIDGETON, NJ 08302

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mattpi@co.cumberland.nj.us

www.co.cumberland.nj.us

THIS APPLICATION IS AVAILABLE ELECTRONICALLY VIA THE COUNTY'S WEBSITE AND BY REQUEST.

NOTE: Applications must be delivered to Matthew E. Pisarski, Planning Director/Department Head, Cumberland County Department of Planning, Tourism & Community Affairs. Only the original with all support material needs to be submitted. This is a rolling admission with no specific deadline. Funding will be awarded on a first come, first served basis. Applications may be mailed, emailed or delivered to the address above.

Si Usted habla español y necesita asistencia para completar esta aplicación, llame a la Omarey Williams, (856) 453-2175.

COUNTY OF CUMBERLAND

COUNTY COMMISSIONERS

JOSEPH DERELLA, *Director*
DARLENE BARBER, *Deputy Director & Liaison to Commission*
DOUGLAS ALBRECHT
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STAFF

MATTHEW E. PISARSKI, AICP, PP, *Planning Director/Department Head*
OMAREY WILLIAMS, *Shared Services Coordinator*

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INTRODUCTION

Thank you for your interest in the Cumberland County COVID-19 Cultural, Recreational & Hospitality Assistance Grant Program. Cumberland County has appropriated a portion of its Federal Community Development Block Grant CARES Funds (CDBG-CV) for the COVID-19 Cultural, Recreational & Hospitality Assistance Grant Program. To meet the needs of area non-profit organizations that provide valuable cultural, recreational, and hospitality services to County residents, Cumberland County has established a competitive funding opportunity to area non-profit organizations to provide capital funds to the community's non-profit organizations that have been severely impacted by the COVID-19 pandemic.

As you are working on this application, should you have any questions, contact Matthew E. Pisarski or Omarey Williams at the Cumberland County Department of Planning, Tourism & Community Affairs, (856) 453-2175, mattpi@co.cumberland.nj.us, omareywi@co.cumberland.nj.us. Cumberland County staff will review all proposals for eligibility and will rate the proposals based on their consistency with the national CDBG objectives and established program guidelines.

In 1974, the federal government enacted the Federal Housing and Community Development Act. Title I of the Act combined several funding programs into a single program called "Community Development Block Grant" (CDBG). Congress designed the CDBG program to enhance and maintain the viability of communities. The CDBG program accomplishes these goals by providing economic opportunities principally to low income households. The U.S. Department of Housing and Urban Development (HUD) administers the CDBG program through state and local governments.

In response to the Coronavirus pandemic, Congress passed the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), Public Law 116-136, to provide funds through the HUD's CDBG program to provide assistance to those adversely affected by COVID-19. HUD, by formula, awarded state and entitlement CDBG programs CDBG CV allocations in three separate tranches. The New Jersey Small Cities-CDBG Program awarded Cumberland County \$839,136 in CV2 funds to create programs to pass through funds for preparation, prevention and response to the ongoing coronavirus pandemic.

ELIGIBILITY

Cumberland County non-profit organizations ("NPO") or other tax-exempt entities, that provide recreational, cultural, hospitality, and/or tourism programs and that were in existence as of and prior to **December 31, 2019** are eligible under certain conditions. To be eligible, the NPO *must* provide these community programs to at least a population of 51% low income as determined by the U.S. Department of Housing and Urban Development (see chart on page 6 of this document).

- The NPO must be located within the County of Cumberland and must use the attached application to apply for funding.
- The grant funds may be used to pay for expenses proposed in the application and shall be substantiated with invoices during the grant term. Costs may be attributed to any past programs for which adaptations for COVID-19 were made after January 21, 2020.
- Loan payments are NOT eligible expenses.
- The Dept. of Housing and Urban Development prohibits the duplication of benefits. This occurs when funding is provided for the same costs paid by other sources. Applicant must

provide a list of any and all COVID-related funding received from any source after March 16, 2020.

- Applicant must provide list of expenses to be paid with grant application and backup documentation.
- All grants must meet the CDBG National Objective of Low/Mod Income for the benefitting NPO. The NPO must certify that its program(s) benefits a population of at least 51% low income individuals/families and/or that the individuals/families served reside in a qualified low-income census tract (see attached map).
- Applicant must certify that they will host the program if grant funds are received. If the applicant does not host the program, the grant funds must be returned.
- Applicant will be required to complete a grant application and sign a grant agreement.
- Funds are available to all eligible applicants meeting program requirement until all funds are distributed on a first-come, first-served basis. The County reserves the right to reject applications that it deems do not meet the criteria of the program.

FUNDING LEVEL

Grants of a minimum of \$1,000 and a maximum of \$20,000 may be used for necessary adaptations of recreational, cultural, hospitality, and/or tourism programs as a direct result of the COVID-19 pandemic. Such costs may include measures taken to comply with social distancing protocols, costs for personal protective equipment of staff/volunteers, cleaning/disinfection of high-touch areas in the program location, costs to transition to a virtual platform, etc.

Proposals must be for projects that take place within Cumberland County.

MATCHING REQUIREMENTS

There are **no** matching requirements for this grant program. However, the ability to match awarded funds are a consideration in the scoring of the application.

REVIEW PROCESS

Cumberland County will score applications based on a weighted scale of 100 points and the following criteria.

1. Activity Need and Justification: Maximum of 20 Points
The activity will be evaluated in terms of the documentation and justification of the need for the activity in response to COVID-19. Activities with Excellent documentation and justification will be awarded the maximum of 20 points; Good, 10 points; Average, 5 points; and Poor, 0 points.
2. Cost Reasonableness & Effectiveness: Maximum of 10 Points
The activity will be evaluated in terms of: 1) Its impact on the identified need; and 2) its implementation costs and funding request relative to its financial and human resources. Evaluation will include the cost incurred per person per unit and the justification for a particular level of funding. Points will be awarded on a scale basis, with the most cost-effective programs being awarded 10 points.
3. Activity Management & Implementation: Maximum of 30 Points

Points will be awarded based on capacity of the organization to implement the proposed project and on readiness to move forward in a timely manner. Activities with Excellent documentation will be awarded 30 points; Good, 20 points; Average, 10 points, and Poor, 0 points.

4. Experience & Past Performance: Maximum of 10 Points

The experience of the applicant, including the length of time in business and experience in undertaking projects of similar complexity as the one for which funds are being requested will be evaluated.

5. Matching Contributions: Maximum of 20 Points

Points will be awarded based on the ratio of the amount of eligibly matching funds to the amount of CDBG funds requests:

1 or more	20 points
.75-1	10 points
.50-.74	7 points
.25-.49	5 points
Less than .25	0 points

6. Application Completeness: Maximum of 10 Points

Applications will receive up to 10 points, based on completeness. Applications submitting a complete budget and narrative will be considered for the full 10 points.

APPEALS PROCESS

Applicants whose applications are not selected or not deemed eligible have the right to appeal the decision of the County, limited to procedural errors in the selection process. In the event that no such procedural errors are found to have occurred, the decision of the County shall be final. An aggrieved applicant may, within seven (7) business days of the announcement of their award or lack thereof, appeal in writing to the Cumberland County Department of Planning, Tourism & Community Affairs. The appeal must state all facts and arguments upon which the appeal is based.

An appointed official from the County of Cumberland will review the content of the County's COVID-19 grant guidelines, the applicant's application, and the facts which form the basis of the appeal. The appointed official will render a written decision within ten (10) business days of the receipt of the appeal.

AWARDS

Awards will be made on a rolling basis, first-come, first-served until funding is fully depleted. Successful applicants will be required to submit progress reports on a quarterly basis with demographics and income information on the number of persons assisted until all funds are depleted. CDBG-CV funds will only be disbursed for reimbursement to the applicant for documented eligible project expenses.

ACKNOWLEDGEMENTS

Use the following language in crediting the agencies for this funding: **“Financial assistance for this activity is made possible by a grant from the New Jersey Department of Community Affairs, Division of Housing and Community Resources, New Jersey Small Cities Community Development Block Grant (“CDBG”) Program through the Cumberland County Board of County Commissioners. Funding for the State’s CDBG Program was provided by the United States**

Department of Housing and Urban Development, State Community Development Block Grant Program.”

Additionally, the Cumberland County Board of County Commissioners logo must be placed on all promotional materials for programs being funded through grant awards. Logos will be emailed to you upon award of funds.

FY2021 CDBG INCOME LIMITS BY HOUSEHOLD SIZE

FY2021 Income Limit Area	Median Family Income	Median Family Income	Persons In Family							
			1	2	3	4	5	6	7	8
Vineland- Bridgeton NJ MSA	\$67,400	Low (80%) Income	43,150	49,150	55,450	61,600	66,500	71,500	76,400	81,350
		Very Low (50%) Income	26,950	30,800	34,650	38,500	41,600	44,700	47,750	50,850
		Extremely Low (30%) Income	16,200	18,500	21,960	26,500	31,040	35,580	40,120	44,660

**Cumberland County COVID-19 Cultural, Recreational & Hospitality Assistance Program
Grant Application**

Section 1: Signature Page

Complete the attached forms in a clear and concise manner.

Applicant Organization: _____

Address: _____

Phone: _____ Email: _____

Contact Person and Phone Number: _____

Federal DUNS No. _____ **Please provide a completed W-9 form as well as a copy of your New Jersey Business Registration Certificate.**

Census Tract(s) of Community Served: _____

See attached Census Tract Map

Project Summary: _____

Requested CDBG Funds \$ _____

Match (if any) \$ _____

Total Project Cost \$ _____

Application Certification

I hereby certify that all of the information presented in this application is accurate to the best of my knowledge and approve the submission of this application for the County of Cumberland Community Development Block Grant Funds – CV2 funds.

Authorizing Signature and Title for Applicant Organization

Date

Section 2: Proposal Details

(1) Identify location of Project/Program: Click or tap here to enter text.
(2) Project Objective: Click or tap here to enter text.
(3) Project Outcome: Click or tap here to enter text.
(4) Is this activity new, or ongoing? Choose an item.
(5) Please provide a brief description of the proposed project or program below, and using only the space provided. Click or tap here to enter text.

Section 3: Documentation of Community Need

Please answer each of the questions in the space provided below. This section should not exceed two pages.

(1) Provide evidence of the need for this program, serving low, very low and extremely low-income households, individuals, or areas within Cumberland County. Specific information should be included related to the needs of the population, area being served, and connection to COVID-19 response. Click or tap here to enter text.
(2) Identify the populations that will benefit from the proposed activity, and provide clear data demonstrating that the proposed activity will serve an identified need in the community. Click or tap here to enter text.
(3) Provide an explanation of how this activity is not a duplication of other projects/programs in the area, how this activity will fill current gaps in the system, and also where efforts have been made to coordinate and develop partnerships with programs providing similar services in the area. Click or tap here to enter text.

Section 4: Proposed Performance Goals

Please answer each of the questions in the space provided below. This section should not exceed two pages.

(1) Following the guidelines below, establish quantitative and qualitative goals that can be used to judge the effectiveness of the proposed activity.

(a) Set numerical performance goals (i.e. how many persons served, time frames, etc.).

Click or tap here to enter text.

(b) Explain why specific measurements were chosen to measure performance.

Click or tap here to enter text.

(c) Provide a schedule showing how your agency will measure its progress in achieving these goals on a quarterly basis.

Click or tap here to enter text.

Section 5: Applicant Capacity

Please answer each of the questions provided below. This section should not exceed 2 pages.

(1) Describe the applicant and/or administrator of the proposed project/program by answering the following:

(a) Brief history of applicant including length of existence.

Click or tap here to enter text.

(b) Identify current services offered and special accomplishments and skills that will demonstrate your organization’s ability to undertake the proposed activity.

Click or tap here to enter text.

(c) List any previous experience the applicant has had that would be relevant to the proposal.

Click or tap here to enter text.

(d) List any prior experience with Community Development Block Grant Funding.

Click or tap here to enter text.

(e) Describe how your organization will handle the record keeping required by this type of funding (i.e. proof of income eligibility).

Click or tap here to enter text.

2. Identify the staff that will be assigned to this project or program, and answer the items below:

(a) Are the identified positions currently staffed, will a new staff member be hired, or will additional staffing considerations be obtained through contracting?

Click or tap here to enter text.

(b) Estimate the amount of time that the identified staff will spend on tasks related to this activity on a weekly basis.

Click or tap here to enter text.

(c) Identify the key staff roles related to this activity, and the expertise they will bring in order to implement this proposal.

Click or tap here to enter text.

3. How quickly will the project begin, once funds are awarded?

Click or tap here to enter text.

4. Identify community demand for proposed project (i.e. Letters of support from community members, community organizations, elected officials, etc.)

Click or tap here to enter text.

Section 6: Budget

(1) Please provide a budget spreadsheet as an attachment to this application.
(2) Cost Effectiveness
(a) Can this program/project operate at past levels of effectiveness if CARES Act funds are not awarded for the full requested amount? <input type="checkbox"/> Yes <input type="checkbox"/> No
(b) Describe your plans to use other funds on this program/project. In this section, only describe funds that are secured. Provide the source of funds, amounts and how these funds will be used.
Click or tap here to enter text.

Section 7: Job Description(s)

To be completed by all applicants proposing to use CDBG funds for wages.

Individual's Name: Click or tap here to enter text.	
Title: Click or tap here to enter text.	
Hourly Wage: Click or tap here to enter text.	Hourly Benefits: Click or tap here to enter text.
Job Description: Click or tap here to enter text.	

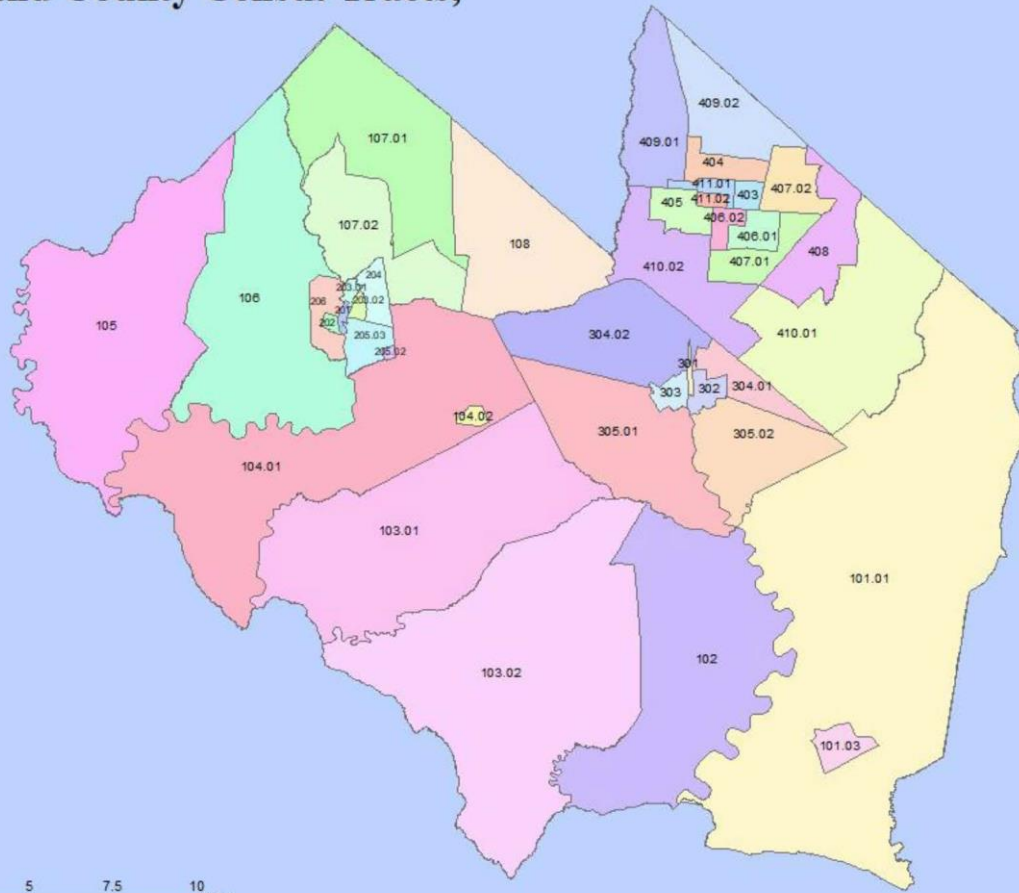
Individual's Name: Click or tap here to enter text.	
Title: Click or tap here to enter text.	
Hourly Wage: Click or tap here to enter text.	Hourly Benefits: Click or tap here to enter text.
Job Description: Click or tap here to enter text.	

Individual's Name: Click or tap here to enter text.	
Title: Click or tap here to enter text.	
Hourly Wage: Click or tap here to enter text.	Hourly Benefits: Click or tap here to enter text.
Job Description: Click or tap here to enter text.	

Individual's Name: Click or tap here to enter text.	
Title: Click or tap here to enter text.	
Hourly Wage: Click or tap here to enter text.	Hourly Benefits: Click or tap here to enter text.
Job Description: Click or tap here to enter text.	

Individual's Name: Click or tap here to enter text.	
Title: Click or tap here to enter text.	
Hourly Wage: Click or tap here to enter text.	Hourly Benefits: Click or tap here to enter text.
Job Description: Click or tap here to enter text.	

Cumberland County Census Tracts, 2020



0 1.25 2.5 5 7.5 10 Miles